

Rep Order# 6838858 Ver# 1 Status New
 EC'd Yes

Traffic Order# 104297

Printed: 08/06/2012 8:40 AM
 Last Received: 08/06/2012 8:29 AM

Station KASA-TV ALBUQUERQUE, NM.
 Advertiser () CITIZENS FOR STRENG
 Product CITIZENS FOR STRENGT
 Estimate#
 Buyer CHRIS BRIMER
 Phone#
 Fax#

Agency () LUC, INC.
 25 WHITLOCK PLACE, 2ND FL
 MARIETTA, GA 30064
 Agency C/P1/P2/E
 Flight Dates 08/06/2012 - 08/19/2012
 Hiatus Weeks

Rep Firm () ATLANTA
 Sales Office () DAVID HAY
 Salesperson ()
 Salesperson Phone# 404-443-2155
 Salesperson FAX# 404-935-0683

--- CONTRACT COMMENT ---

CITIZENS FOR STRENGTH & SECURITY FUND SC=*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1			08/06-08/17	2	\$6,000.00	:30	3	M-F	9P-930P	6	\$1,000.00
2			08/06-08/17	2	\$5,600.00	:30	4	M-F	930P-10P	8	\$700.00
3			08/11-08/18	2	\$650.00	:30	1	SU	930P-10P	2	\$325.00
4			08/12-08/19	2	\$1,400.00	:30	1	SU	930P-10P	2	\$700.00
5			08/11-08/18	2	\$1,300.00	:30	1	SU	9P-930P	2	\$650.00
6			08/12-08/19	2	\$1,800.00	:30	1	SU	9P-930P	2	\$900.00

--- REPORT TOTALS ---

Report Totals: 22 / \$16,750.00

--- SALES MONTHLY TOTALS ---

Page 12: 22 / \$16,750.00
 Sales Totals: 22 / \$16,750.00

Showing Buylines: All Lines

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Station Totals: 22 / \$16,750.00
 Lines not sent/rclid/rtrn: 0 / \$0.00

---COMPETITIVE---

Market	Total	\$209,375
CABL	0%	KASA 8%
KOB	43%	KRQE 27%
		KWBQ 0%

Books null
 Demos RA35+

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--- CREDIT RISK ---
 CASH IN ADVANCE



1

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Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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This broadcast time will be used by: Citizens for Strength & Security Fund - New Mexico 2012

Total Charges: \$*****.14,237.50 NET

Date of First Broadcast: 08/07/2012 Date of Last Broadcast: 08/19/2012

SEE ATTACHED

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

do hereby request station time concerning the following issue:
--

I, Chris Brimner

Station and Location:	KASA - TV Santa Fe, NM
Date:	08/06/2012

NON-CANDIDATE/ISSUE ADVERTISEMENTS AGREEMENT FORM FOR

20120806107098V1

NAB Form PB-17 Issues LUC Media, Inc. 25 Whilock Place Suite 201 Marietta GA 30064 770-427-0735 Contact: Chris Brimner



Title	Printed Name	Signature
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<input type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
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TO BE SIGNED BY STATION REPRESENTATIVE

Date	Signature	Contact Phone Number
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770-427-0735

TO BE SIGNED BY ISSUE ADVERTISER

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least before the time of the scheduled broadcasts.

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISEMENTS.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

a corporation; a committee; an association; or other unincorporated group.

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

Citizens for Strength & Security Fund

I represent that the payment for the above described broadcast time has been furnished by:

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):